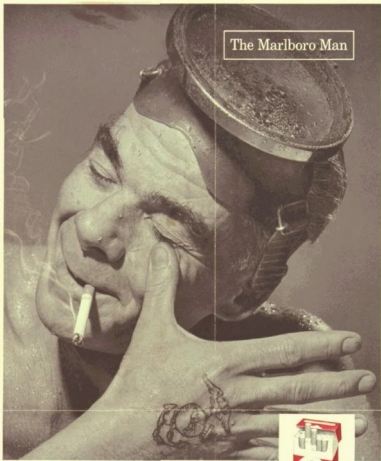


LEO BURNETT COMPANY, Inc.

Ad. No. 453-Reg. No. 67279-Back cover Mond-2/c-8 1/8 x 11 1/4-Inches Illustrated, July 22, 1957 (A)

#453 "Skin Diver"



The Marlboro Man

A lot of men... a lot of cigarettes

"He gets a lot to like—filter, flavor, flip-top box." The works.

A filter that means business. An easy draw that's all flavor. And the flip-top box that ends crushed cigarettes.

(MADE IN RICHMOND VIRGINIA, FROM A PROUD RECIPE)



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